


Advertise in *Current Light Flashes*

West Florida Electric

A Touchstone Energy® Cooperative 
The power of human connections

All Layout &
Design Services
Provided!

**Get
Noticed
Today!**

**New Color
Cover!**

Circulation

Current Light Flashes is West Florida Electric Cooperative's residential consumer newsletter, distributed monthly to over 20,000 WFEC customers and paid subscribers in Calhoun, Holmes, Jackson and Washington Counties of northwest Florida. Statement of Publication is available upon request. Distribution is by Second Class mail and on-site at WFEC's district offices.

General Rate Policy

- **Rate:** The display advertising rate for *CLF*, based on a three-column page format with 28 column inches, is **\$28 per column inch for black & white ads and \$50 per column inch for cover ads**. Color ads will appear on the cover only. (One column is 2 3/8" wide).
- **Position of ads:** All display advertisements are accepted for run of publication only. However, every effort will be made to comply with the advertiser's request.
- **Advertising acceptance:** All advertising content is subject to approval of the publisher. WFEC reserves the right to insert "Advertisement" in a business advertisement. WFEC reserves the right to refuse to publish content deemed inappropriate or incompatible with the nature of the cooperative's newsletter.
- **All advertisers must provide WFEC with any ad information required to be published by Federal law or state statute. WFEC will not be responsible for any omission by advertisers.**

Political Advertisements

Political advertisements are accepted at the regular display rate. All political advertisements must be paid for in advance. WFEC reserves the right to designate as a "Political Advertisement" any advertisement deemed to be of a political nature.

Closing Date

The closing date for advertisements is the 5th of the month prior to publication. To maintain a timely schedule of publication, cancellations and modifications of advertisements cannot be accommodated after the 12th of the month prior to publication.

Mechanical Requirements

There is no additional charge for advertising layout services or for advertisements featuring photographs or graphics. Customer-furnished artwork should be in a high resolution bitmap or jpeg. 300 dpi is preferred in CMYK for color ads or grayscale for black and white ads.

Specifications

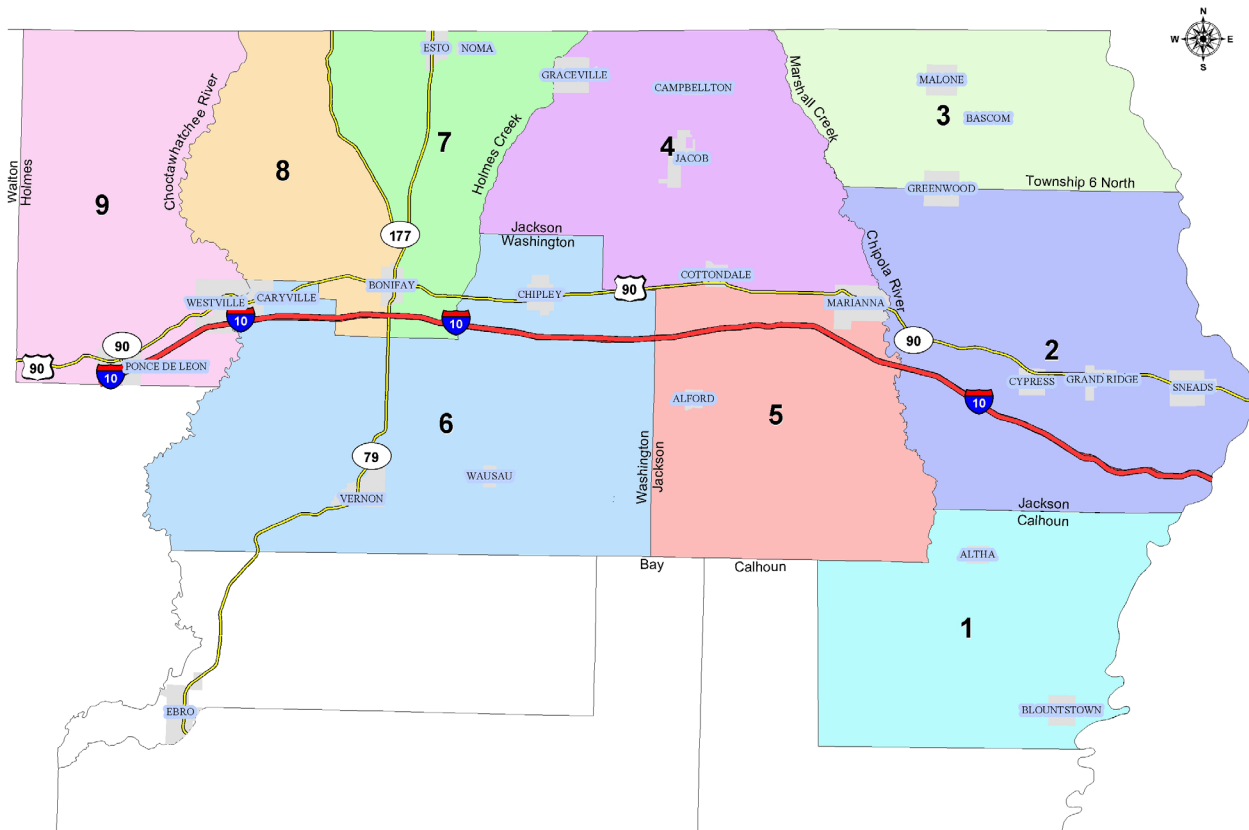
Printing: Offset on 60-pound smooth offset
Number of pages: 20 **Page width:** Three columns
Finish size: 8.5 x 11" **Printed area:** 7.5" x 9.75"
Column width: 14.5 picas, or 2 3/8"
Space between columns: 1.5 picas, or 1/4"

Billing

Prepayment is required for first-time advertisers. Otherwise, advertisers will be billed by mail within three weeks of the ad's publication. To ensure proper posting of payments sent by mail, advertisers should return an invoice copy when mailing payment. Advertisers may prepay for one full year to receive an additional month's advertising free of charge. Upon request, tear sheets will be mailed with the advertiser's bill statement.

Effective April 1, 2013

Current Light Flashes reaches over 21,000 WFECC member-owners in Calhoun, Holmes, Jackson and Washington Counties once a month.



**For more information contact the
Communications Department
at (850) 263-3231 or email
clf@westflorida.coop**

**Checks should be made out & mailed to:
West Florida Electric Cooperative
P.O. Box 127
Graceville, FL 32440**

Payments can be made in person or over the phone with a credit or debit card

\$28/\$50*

1 column inch

\$42/\$75*

1.5 column inches

\$56/\$100*

2 column inches

\$70/\$125*

2.5 column inches

\$84/\$150*

3 column inches

\$112/\$200*

4 column inches

\$140/\$250*

5 column inches

\$196/\$350*

1/4 page

7 column inches

\$56/\$100*
2 column inches

\$56/\$100*
2 column inches

\$84/\$150*
3 column inches

\$196/\$350*
1/4 page
7 column inches

\$392/\$700*
1/2 page
14 column inches

\$784/\$1,400*
Full page
28 column inches

* \$50/column inch is for cover advertisements